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Docket No.: 03485/100H799-US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Anand Subramanian et al.

Serial No.: 10/001,772

Group Art Unit: 3622

Filed: October 31, 2001

Examiner: Raquel Alvarez

For: INTERNET CONTEXTUAL COMMUNICATION SYSTEM

INFORMATION DISCLOSURE STATEMENT

MS Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In order to comply with 37 C.F.R. §§ 1.97 and 1.98, attached hereto is a copy of Form SB/08 and copies of the documents listed thereon. Applicants respectfully request that the information set forth in this statement and in the listed documents be considered during the pendency of the above-identified application, and any other application relying on the filing date of the above-identified application or cross-referencing it as a related application.

In accordance with MPEP Sections 609 and 707.05(b), it is requested that each document cited (including any cited in Applicants' Specification which is not repeated on the attached Form SB/08) be given thorough consideration and that it be cited of record in the prosecution history of the present application by

initialing Form SB/08 next to the document. Such initialing is requested even if the Examiner does not consider a cited document to be sufficiently pertinent to use in a rejection, or otherwise does not consider it to be prior art for any reason, or even if the Examiner does not believe that the guidelines for citation have been fully complied with. This is requested so that each document becomes listed on the face of the patent issuing on the present application.

This Information Disclosure Statement should be considered, in accordance with 37 C.F.R. § 1.97, because it is being submitted after the first Office Action but before the mailing date of a final rejection, a notice of allowance, or any other action that closes prosecution, and the statutory fee of \$180.00 under 37 C.F.R. 1.17(p) is enclosed. The Commissioner is authorized to charge any additional fees required in connection with this Petition or to credit any overpayment to Deposit Account No. 04-0100.

The present Information Disclosure Statement is being submitted in compliance with 37 C.F.R. § 1.56, but the citation of any document is not to be construed as an admission that such document is necessarily relevant or prior art. No representation is intended that the cited documents represent the results of a complete search, and it is anticipated that the Examiner, in the normal course of examination, will make an independent search and will determine the best prior art consistent with 37 C.F.R. § 1.104(a) and in the course of each search, will review for relevance every document cited on the attached form even if not initialed. In accordance with the OG Notice: August 5, 2003, copies of any cited U.S. Patent or U.S. Patent Published Application do not accompany this paper. Copies of any cited non-patent literature does accompany this paper.

Early and favorable consideration is earnestly solicited.

Respectfully submitted,

Dated: August 20, 2004



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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet	1	of	1	Attorney Docket Number	03485/100H799-US1
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U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
1.	US-6,453,315	09-17-2002	Weissman, et al.		
2.	US-6,668,256	12-23-2003	Lynch		
3.	US-6,754,873	06-22-2004	Law, et al.		
4.	US-6,526,440	02-25-2004	Bharat		
5.	US-20040059708 A1	03-25-2004	Dean, et al.		

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.		
CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.		
CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.		
CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.		
CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.		

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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